



EQUALITY[®]
FLORIDA

STYLE **GUIDE** 2021

CORE RULES

The preferred format for Equality Florida and our programs is landscape. Stacked formats may be used whenever needed. Use grayscale logos only when the output media requires it.

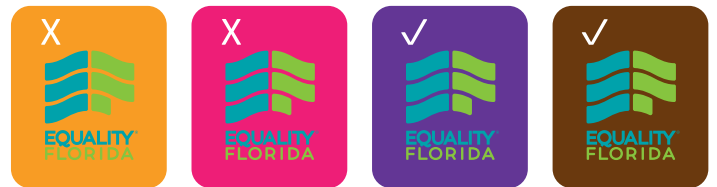
Primary = Landscape

Secondary = Stacked



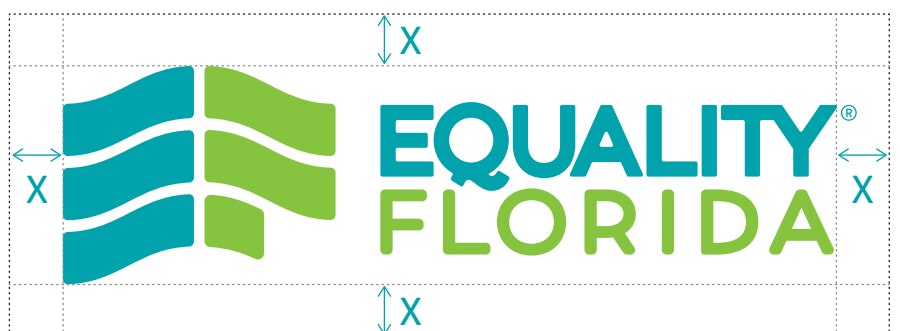
Use on image areas that are darker and free of distraction

Use on darker colors that compliment and enhance



CLEAR SPACE

The area surrounding any Equality Florida logo requires a minimum amount of clear space. This measurement is defined by X. This area should not be encroached upon by any graphic element including the edge of a design be it physical or digital.



CORE PALETTE

The four pillars of our color story



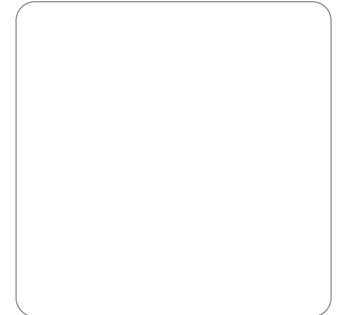
88C540
52 / 0 / 100 / 0
375 C



00A3AB
90 / 10 / 36 / 0
7467 C



002634
95 / 72 / 54 / 61
433 C



FFFFFF
0 / 0 / 0 / 0
WHITE

TROPICAL RAINBOW

Equality Florida LGBTQ Pride Colors



EE2B77
0 / 95 / 24 / 0
213 C



F99D25
0 / 45 / 96 / 0
1375 C



FFD200
0 / 16 / 100 / 0
109 C



88C540
52 / 0 / 100 / 0
375 C



00A3AB
90 / 10 / 36 / 0
7467 C



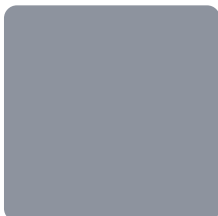
0072BC
100 / 50 / 0 / 0
3005 C



643695
75 / 95 / 0 / 0
267 C

EXTENDED PALLET

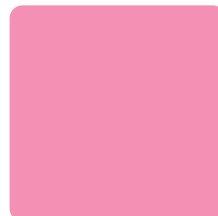
Additional colors to use when needed



8D939E
33 / 24 / 17 / 22
429 C



555F6B
55 / 40 / 30 / 40
431 C



F490B3
0 / 55 / 5 / 0
1775 C



2DC3E9
65 / 0 / 5 / 0
2915 C



6A3A10
31 / 70 / 100 / 50
2320 C



402611
50 / 70 / 86 / 68
2322 C

CORE FONT

Our primary font is a condensed sans-serif family that consists of 12 styles

Kiro

Thin	<i>Italic</i>
ExtraLight	<i>Italic</i>
Light	<i>Italic</i>
Regular	<i>Italic</i>
Bold	<i>Italic</i>
ExtraBold	<i>Italic</i>

TEXT FONT

Our secondary font is an easy to read family that consists of 10 styles

Caldina

Light	<i>Italic</i>
Regular	<i>Italic</i>
Medium	<i>Italic</i>
SemiBold	<i>Italic</i>
Bold	<i>Italic</i>

IMPACT FONT

For bold headlines - always in CAPS

MERLO

SCRIPT FONT

For galas and formal event titles - never is all CAPS

Mailston

EDITORIAL FONT

Serif type family that consists of 12 styles

Alkes

TAGLINE FONT

Geometric slab serif family that consists of 14 styles

Winden

CORE IDENTITY

For general use



C3 INSTITUTE

For education and outreach programs



C4 ACTION, INC.

For political endorsements



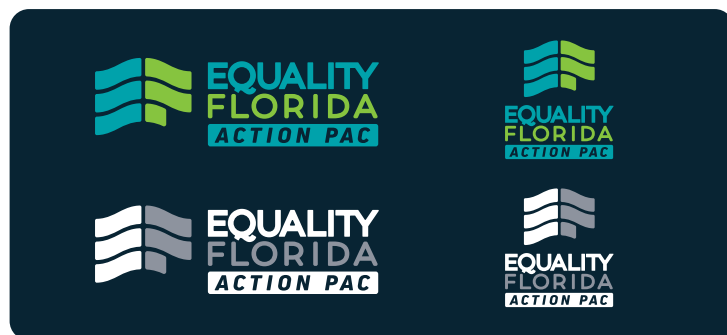
TRANSACTION FLORIDA

Leading the transgender & nonbinary community



ACTION PAC

Supporting pro-equality candidates



EQUALITY MEANS BUSINESS

Spotlighting pro-equality corporations



HIV ADVOCACY

Combating HIV in Florida





SECURING EQUALITY & JUSTICE FOR FLORIDA'S LGBTQ COMMUNITY

P.O. Box 13184, St Petersburg, FL 33733

EQUALITYFLORIDA.ORG